

Message Text

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PAGE 01 TOKYO 03740 240744Z

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TO SECSTATE WASHDC 8847

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E.O. 11652: N/A

TAGS: BSR, JA

SUBJECT: GLOBAL MARKET RESEARCH: ELECTRIC ENERGY SYSTEMS

REF: STATE A-816, 27/7/75; TOKYO 2553, 2/27/75

FOR COMMERCE/BIC/OIM/MRD-214

1. THREE BIDS FOR SUBJECT RESEARCH RECEIVED - ALL ON JAPAN ONLY,
COPIES MAILED TO OIM MAR. 19, 1975. SUMMARY FOLLOWS:

A. PEAT, MARWICK, MITCHELL & CO. (PMM)

1) YEN 1,500,000 (\$5,208.33) (EXCHANGE RATE \$1 EQUALS YEN 288)

2) 40 PERSONAL INTERVIEWS (10 ELEC POWER FIRMS/OTHER END-
USERS, 7 MFRS, 3 CONSULTING/ENGINEERING, 5 SALES REP/IMP,
4 GOVT, 8 TRADE ASSN, 1 TRADE JOURNAL, 2 RESEARCH INST),
PLUS 20-30 TELEPHONE INTEV832 .

3) PREVIOUS STUDIES CONDUCTED IN THE FIELD IN JAPAN: HEAVY
ELECTRICAL EQUIPMENT MFG. INDUSTRY SURVEY; NUCLEAR POWER
GENERATIONINDUSTRY SURVEY; TEAM TURBINE MARKET SURVEY;
THERMOELECTRIC POWER PLANT EXPORT STUDY.

B. PACIFIC PROJECTS (PP)

1) YEN 1,396,500 (\$4,848.96)

2) 51 PERSONAL INTERVIEWS (2 US NUCL. EQMT MFRS, 4 IMP, 10
EQMT MFRS, 15 TRADE ASSN, 10 INDUSTRY, 10 GOVT), PLUS TELE-
PHONE INTERVIEWS.

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PAGE 02 TOKYO 03740 240744Z

3) PREVIOUS RELATED STUDIES: JAPANESE MARKET FOR PROCESS CONTROL INSTRUMENTATION, 1974, FOR COMMERCE; JAPAN'S REACTION TO ENERGY CRISIS, 1975, FOR US FEDERAL ENERGY AGENCY; FAR EAST ENGINE SURVEY ON DIESEL ENGINE MARKET, 1971-1974; THERMAL EFFICIENCY OF JAPANESE-MADE GENERATORS, 1971, FOR METRA, LONDON.

C. A.T. KEARNEY INT'L. (ATK)

1) YEN1,421,000 (\$4,934.03)

2) 2) PERSONAL INTERVIEWS (5 MFRS, 4 ELEC POWER FIRMS, 10 OTHER END-USERS, 3 SALES REP/IMP, 1 CONSULTING/ENGINEERING, 2 GOVT, 2 TRADE ASSN, 2 TRADE JOURNAL), PLUS 34 TELEPHONE INTERVIEWS. SURVEY TO BE CONDUCTED WITH SUMITOMO BUSINESS CONSULTING CO.

3) PREVIOUS RELATED STUDIES: SOME EXPERIENCE, BUT NO SPECIFIC SURVEY TITLE GIVEN.

2. AS INDICATED ABOVE, ALL THREE FIRMS HAVE HAD SOME EXPERIENCE WITH ELECTRIC ENERGY SYSTEMS HERE IN JAPAN WITH PMM PERHAPS STRONGEST IN THIS REGARD AND ATK WEAKEST. ASSOCIATION OF ATK WITH SUMITOMO GROUP COULD POSSIBLY MAKE UP FOR THIS. WE BELIEVE THAT ON BASIS OF THEIR PAST WORK FOR COMMERCE, ANY OF THREE FIRMS COULD DO CREDITABLE JOB ON THIS SURVEY.

3. HOWEVER, WE HAVE BEEN PARTICULARLY IMPRESSED BY PMM'S ECELLENT DISCUSSION OF ITS INTENDED METHODOLOGY WHICH APPEARS TO BE BASED ON CAREFUL ANALYSIS AND IN-DEPTH UNDERSTANDING OF ELECTRIC ENERGY FIELD IN JAPAN. FOR THIS REASON AND PMM'S EXPERIENCE IN THIS FIELD, EMBASSY RCOMMENDS CONTRACT BE AWARDED TO PMM IN SPITE OF FACT THAT ITS BID PRICE IS SLIGHTLY HIGHER THAN THAT OF OTHER TWO FIRMS.
SHOESMITH

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